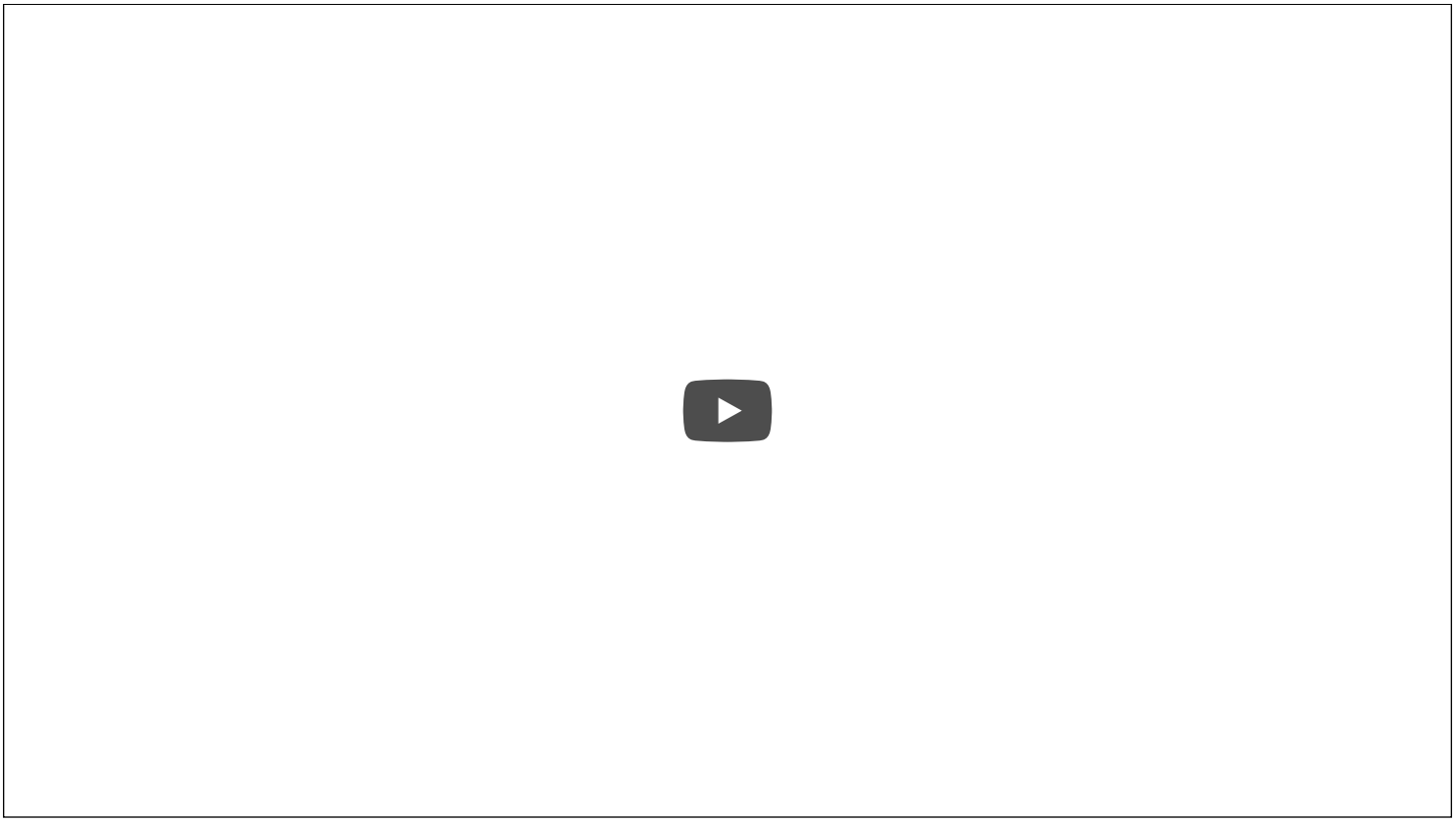

How Google Makes Billions Off You—And How To Opt Out | Incognito Mode | WIRED

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You can't go online without interacting with Google in some way. And while we pretty much all know by now that the tech titan makes money from advertising, you might not know the scale of that revenue (about $264 Billion in 2024, 75% of their total for the year.) What makes Google's targeted advertising so valuable? You guessed it: your data. So can anyone escape the reach of Google's data collection behemoth? We take a deep dive into how Google generates astronomical revenue by following you—and how to opt out.

Read more: https://www.wired.com/story/googles-n...

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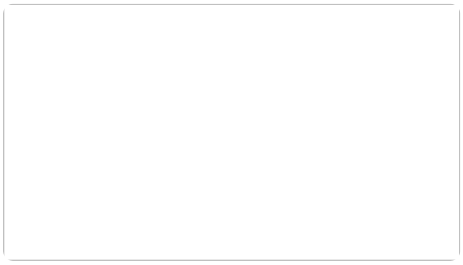

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@Crucified_82k 11 days ago

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@amv8volante 11 days ago

I was already aware of this, but for a multi-billion-dollar company that watches us with a microscope, Google is still pretty clunky at targeted advertising, at least in my experience. I will never, for the life of me, understand why it thinks I'm interested in losing weight, or in using generative AI.

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@g-e-n-t-o-o 11 days ago

the problem with all this is most people dont care.

you can opt out, but other people wont, and you being more privacy-centric wont matter when people you are surrounded with isnt, and thats gonna affect you because you dont wanna use what they use (meet, gforms that require a google account, etc.)

160 Reply

2 replies

@MatthewRickard 11 days ago

While I do agree with this being good information that people need to be more aware about. I think you missed an opportunity when letting people know they can go to other services to inform them on how to vet those services. It is not great to jump to another service that says they protect you only for that service to change it's mind or get bought by another company and then all the data is sold. Be careful when trusting the smaller companies that will say anything to get you and then flip when the money is right.

60 Reply